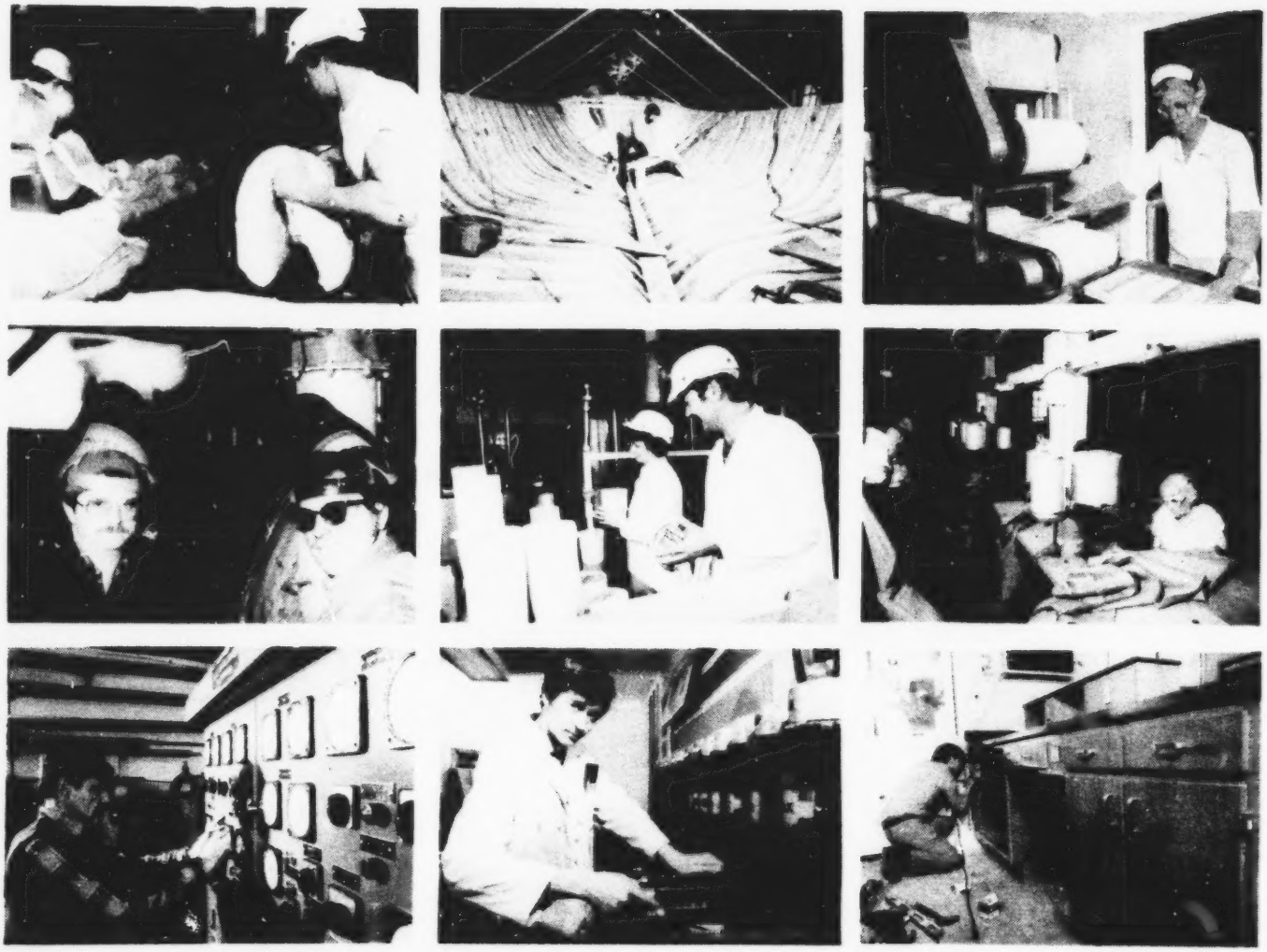
PRINCE EDWARD ISLAND

Department of Industry Annual Report 1984



Prince Edward Island is more than just a pretty place.
It is people .... people working in industry.

WILBUR MACDONALD
Minister of Industry

Lieutenant Governor of Prince Edward Island
The Honourable Joseph Aubin Doiron

May it please your Honour:

I have the honour to submit herewith the Annual Report of the activities of the Department of Industry, for the period January 1, 1984 to December 31, 1984.

Your obedient servant,

Wilbur MacDonald
Minister

TABLE OF CONTENTS

PAGE

Deputy Minister's Letter 1

ADMINISTRATION DIVISION 3

COMMUNITY ECONOMIC DEVELOPMENT DIVISION 17

Regional Service Centre Program 17

- West Prince Region 22
- East Prince Region 26
- Evangeline Region 31
- Southern Kings & Queens Region 33
- Eastern Kings Region 36

Native People Economic Development 40

Handcraft Development 42

HUMAN RESOURCE DEVELOPMENT DIVISION 45

Adult & Continuing Education 45

Employment Development 48

Federal-Provincial Relations 51

Research and Analytical Services 53

INDUSTRIAL DEVELOPMENT DIVISION 55

Business Development 55

POLICY AND PLANNING DIVISION 65

Honourable Wilbur MacDonald
Minister
P.E.I. Department of Industry
Charlottetown, P.E.I.
C1A 7N8

Dear Mr. MacDonald:

I am pleased to submit the Annual Report for the Department of Industry for the calendar year 1984. The report presents the activities of the Department of Industry in its first full year of operation as a separate entity.

During the year, the Department has worked towards meeting the needs of Island employers and employees. One of the major roles of each of the Divisions is to provide support to Island employers. The Industrial Development Division, through its various programs and services, provides Island employers with financial and counselling assistance which results in employment development opportunities for Islanders. The Small Business Incentives Program is particularly helpful in assisting Island businesses to expand their operations. Similarly the Community Economic Development Division through the Regional Services Centres throughout the Province supports small businesses by providing advice and assistance.

The Human Resource Development Division provides both training and employment development programs to assist employers and employees.

A second major role of our Department is to encourage entrepreneurs. The Community Economic Development Division encourages potential entrepreneurs in communities throughout the Province by assisting in the preparation of a business plan and providing advice on the establishment and operation of a business. As well, the Human Resource Development Division encourages entrepreneurship among Island youth through the Student Venture Capital Program. The Division also provided a course to encourage Islanders to begin their own business. More than 100 people participated in the course where Island employers taught the basic principles of starting a business. The Industrial Development Division began an aggressive and determined prospecting program to encourage entrepreneurs to select Prince Edward Island as a location for their business. The Division provides "after care" services for newly established businesses.

Our Department is committed to providing programs and services that meet the needs of Island employers and employees.

We recognize that to be effective, our programs and services must be both flexible and innovative. Our programs wherever possible reflect this committment to flexibility and innovation. The Department of Industry staff and myself are looking forward to the challenges ahead.

Yours sincerely,

Don E. Baker
Deputy Minister

ADMINISTRATION

The operating budget for the fiscal year ended March 31, 1984 was $8,989,900. Actual expenditures amounted to $9,060,571. This approximate $70,000 over-budget resulted from funding requirements of the Employment Training Corps. Total revenue was budgeted to be $5,603,400. Actual revenue amounted to $5,937,455. A detailed financial breakdown of expenditures and revenue forms part of this report.

Total staff complement at December 31, 1984 was 55 employees (47 full time, 2 part-time, 4 temporary, 1 contract and 1 relief). The Departmental "Organization Chart" is found following the Revenue detail report.

During the period under review the organization of the Department was identified by five divisions: Administration, Community Economic Development, Human Resource Development, Industrial Development and Policy and Planning.

Primary functions carried out by Administration included accounting, personnel, secretarial services, budgeting and inventory control.

DEPARTMENT OF INDUSTRY

	EXPENDITURES		ESTIMATES	
	$	$	$	$
MANAGEMENT				
ADMINISTRATION				
Administration	21,598		26,000	
Equipment	15,864		1,400	
Material & Supplies	3,743		6,700	
Professional Services	10,707		11,000	
Salaries	151,326		173,600	
Travel	13,670		7,400	
Grants				
Loan Guarantee-Write-off	11,071		----	
		227,979		226,100
EXTENSION				
Grants				
Loan Guarantee-Write-off		88,157		---
INDUSTRY				
ADMINISTRATION				
Administration	761		3,300	
Material & Supplies	5,640		11,600	
Salaries	45,088		67,600	
Travel	744		6,600	
Grants				
Area Industrial Commissions	40,000		35,000	
		92,233		124,100

INDUSTRIAL PROSPECTING	$	$	$	$	$
Administration	4,695			21,600	
Materials and Supplies	40,331			---	
Professional Services	72,204			70,200	
Travel	13,508			22,000	
Grants					
Industrial Prospecting and Promotion Incentives	283,802			43,200	
		414,540		157,000	
			506,773		281,100
RESEARCH AND EVALUATION (POLICY AND PLANNING)					
ADMINISTRATION					
Administration	227			300	
Material and Supplies	285			500	
Salaries	74,429			79,200	
Travel	6,047			5,900	
			80,988		85,900
HANDCRAFT DEVELOPMENT					
ADMINISTRATION					
Administration	5,716			5,900	
Material and Supplies	11,567			28,400	
Professional Services	9,311			12,500	
Salaries	33,329			33,800	
Travel	5,020			5,100	
Grants					
Handcraft Grants and Special Projects	41,150			48,500	
			106,093		134,200

BUSINESS DEVELOPMENT	$	$	$	$	$
ADMINISTRATION					
Administration	1,399			2,000	
Material and Supplies	196			3,100	
Salaries	89,681			122,500	
Travel	4,832			13,500	
		96,108		141,100	
MANAGEMENT TRAINING					
Grants Management Training		(11,706)		14,700	
PROGRAM SUPPORT					
Material and Supplies	8,582			50,000	
Professional Services	39,200			42,000	
		47,782		92,000	
INDUSTRIAL RESEARCH					
Professional Services		26,281		92,000	
INDUSTRIAL AWARENESS					
Material and Supplies	---			4,000	
Professional Services	2,750			50,000	
		2,750		54,000	
			161,215		393,800

METALS INDUSTRY TECH. SUPPORT CTR.	$	$	$	$	$
ADMINISTRATION					
Administration	4,674			15,100	
Equipment	---			33,400	
Material and Supplies	5,569			30,300	
Professional Services	1,015			13,000	
Salaries	34,232			64,100	
Travel	334			2,200	
			45,824		158,100
EMPLOYMENT DEVELOPMENT					
ADMINISTRATION					
Salaries		48,390		29,200	
PROV. STUDENT AGRI CREWS					
Administration	---			3,400	
Salaries	52,731			50,600	
Travel	3,586			6,000	
		56,317		60,000	
PROV. YOUTH DEVP. PROGRAM					
Salaries		142,204		141,000	
STUDENT VENTURE CAPITAL PROGRAM					
Grants					
Student Venture Capital Program		10,654		16,000	

PROV. WAGE SUBSIDY PROGRAM	$	$	$	$	$
Material and Supplies	2,993			---	
Travel	728			---	
Grants					
Provincial Wage Subsidy Program	216,005			200,000	
		219,726		200,000	
P.E.I. YOUTH EMPLOY OPPORT. PROGRAM					
Material and Supplies	2,119			---	
Travel	201			---	
Grants					
PEI Youth Employment Opportunities Program	132,649			150,000	
		134,969		150,000	
SPECIAL EMPLOYMENT INCENT. PROGRAM					
Grants					
Special Employment Incentive Program		15,000		25,000	
N.E.E.D.					
Grants					
N.E.E.D.		135,000		135,000	
			762,260		756,200
COMMUNITY ECONOMIC DEVELOPMENT					
ADMINISTRATION					
Administration	90			---	
Salaries	58,572			60,900	
Travel	5,475			3,500	
Grants					
C.A.D.C.	284,000			254,000	
Summerside Waterfront Development Corporation	165,000			115,000	
		513,137		433,400	

EAST PRINCE REGIONAL SERVICES CENTRE	$	$	$	$	$
Administration	42,277			46,200	
Material and Supplies	14,268			15,300	
Salaries	164,619			169,300	
Travel	7,033			8,400	
Grants					
Advisory Board Support Fund	947			4,500	
		229,144		243,700	
EASTERN KINGS REGIONAL SERVICES CENTRE					
Administration	37,887			44,500	
Equipment	2,794			---	
Material and Supplies	11,423			13,800	
Salaries	125,390			129,300	
Travel	6,313			5,700	
Grants					
Advisory Board Support Fund	2,468			3,200	
		186,275		196,500	
WEST PRINCE REGIONAL SERVICES CENTRE					
Administration	65,924			64,200	
Equipment	3,020			---	
Material and Supplies	19,668			24,800	
Salaries	142,504			147,700	
Travel	7,765			9,000	
Grants					
Advisory Board Support Fund	4,585			4,600	
		243,466		250,300	
SOUTHERN KINGS/QUEENS REGIONAL SERVICES CENTRE					
Administration	43,462			53,400	
Equipment	4,408			---	

	$	$	$	$	$
Materials and Supplies	11,939			13,000	
Salaries	146,979			153,200	
Travel	7,334			7,900	
Grants					
Advisory Board Support Fund	3,278			4,600	
		217,400		232,100	
			1,389,422		1,356,000
MANPOWER RESOURCE DIVISION (HUMAN RESOURCE DEVELOP. DIVISION)					
ADMINISTRATION					
Administration	1,557			1,900	
Material and Supplies	395			1,500	
Salaries	68,345			68,100	
Travel	2,321			1,800	
		72,618		73,300	
MANPOWER NEEDS COMMITTEE (FEDERAL/PROVINCIAL RELATIONS)					
Administration	2,658			3,100	
Material and Supplies	442			2,400	
Salaries	57,519			58,200	
Travel	916			1,900	
		61,535		65,600	
INSTITUTIONAL TRAINING (ADULT AND CONTINUING EDUCATION)					
Administration	1,723			2,100	
Material and Supplies	595			1,500	
Salaries	88,585			91,500	

	$	$	$	$	$
	4,351			4,900	
Travel					
Grants	4,198,167			4,185,000	
Vocational Trade	100,000			100,000	
Adult Night Classes	70,000			70,000	
Holland College Capital Equipment	961,498			962,000	
Skills Growth Fund Projects					
		5,424,919		5,417,000	
RESEARCH, PLANNING AND EVALUATION (RESEARCH AND ANALYTICAL SERVICES)					
Administration	1,254			1,700	
Equipment	275			200	
Material and Supplies	1,359			1,100	
Salaries	36,012			37,800	
Travel	956			1,800	
		39,856		42,600	
EMPLOYMENT TRAINING CORPS					
Administration	10,456			---	
Material and Supplies	2,960			---	
Salaries	77,554			---	
Travel	1,962			---	
		92,932		---	
			5,691,860		5,598,500
TOTAL DEPARTMENT OF INDUSTRY			$ 9,060,571		$ 8,989,900

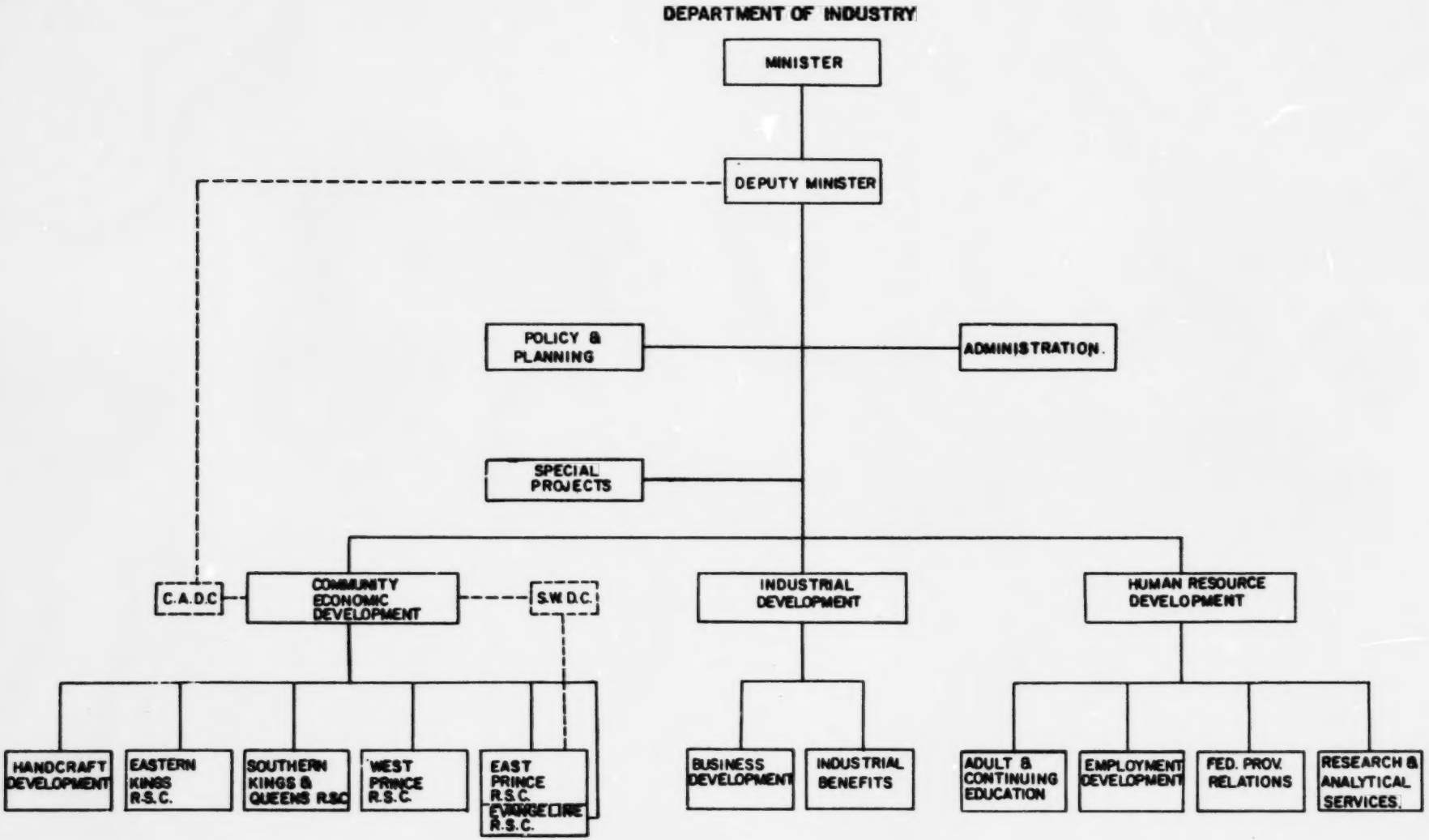
DEPARTMENT OF INDUSTRY

	REVENUE		ESTIMATES	
	$	$	$	$
MANAGEMENT				
ADMINISTRATION				
Fees and Services				
Miscellaneous	5,483		4,000	
		5,483		4,000
INDUSTRY				
ADMINISTRATION				
Sales				
Miscellaneous		45	---	
INDUSTRIAL PROSPECTING				
Federal				
Development Plan		73,353	---	
		73,398		—
HANDCRAFT DEVELOPMENT				
ADMINISTRATION				
Federal				
Development Plan	59,223		---	
Fees and Services				
Miscellaneous	112		---	
Sales				
Handcraft	695		1,500	
		60,030		1,500

BUSINESS DEVELOPMENT	$	$	$	$	$
MANAGEMENT TRAINING					
Federal					
Miscellaneous		3,711		---	
PROGRAM SUPPORT					
Federal					
Development Plan		43,087		---	
INDUSTRIAL RESEARCH					
Federal					
Development Plan		16,947		---	
			63,745		---
METALS INDUSTRY TECH. SUPPORT CTR.					
ADMINISTRATION					
Federal					
Development Plan	8,187			---	
Fees and Services					
Miscellaneous	4,613			---	
			12,800		---
EMPLOYMENT DEVELOPMENT					
Fees and Services					
Miscellaneous			21,231		27,000
COMMUNITY ECONOMIC DEVELOPMENT					
ADMINISTRATION					
Federal					
Development Plan	27,600			---	
Fees and Services					
Electrical Inspection Fees	20,669			17,000	
Plumbing Permit	7,785			4,300	
Sales					
Books	104			200	

	$	$	$	$	$
Miscellaneous	212			300	
		56,370		21,800	
EAST PRINCE REGIONAL SERVICES CENTRE					
Fees and Services					
Electrical Inspection Fees	7,765			7,300	
Plumbing Permit	4,296			2,900	
Sales					
Miscellaneous	881			1,200	
		12,942		11,400	
EASTERN KINGS REGIONAL SERVICES CENTRE					
Sales					
Miscellaneous		1,357		2,800	
WEST PRINCE REGIONAL SERVICES CENTRE					
Fees and Services					
Electrical Inspection Fees	6,476			5,000	
Sales					
Miscellaneous	8,447			17,200	
		14,923		22,200	
SOUTHERN KINGS/QUEENS REG. SERVICES CTR.					
Fees and Services					
Electrical Inspection Fees	9,913			5,300	
Plumbing Permit	1,496			900	
Sales					
Miscellaneous	1,913			3,000	
		13,322		9,200	
			98,914		67,400

	$	$	$	$	$
MANPOWER RESOURCES DIVISION (ADULT AND CONTINUING EDUCATION)					
INSTITUTIONAL TRAINING					
Federal					
Canada Manpower	4,636,856			4,540,000	
Work Activity	2,600			1,500	
Miscellaneous	962,398			962,000	
			5,601,854		5,503,500
TOTAL DEPARTMENT OF INDUSTRY			$ 5,937,455		$ 5,603,400


DEPARTMENT OF INDUSTRY
MINISTER
DEPUTY MINISTER
POLICY & PLANNING
ADMINISTRATION
SPECIAL PROJECTS
C.A.D.C
COMMUNITY ECONOMIC DEVELOPMENT
S.W.D.C.
INDUSTRIAL DEVELOPMENT
HUMAN RESOURCE DEVELOPMENT
HANDCRAFT DEVELOPMENT
EASTERN KINGS R.S.C.
SOUTHERN KINGS & QUEENS R.S.C.
WEST PRINCE R.S.C.
EAST PRINCE R.S.C.
EVANGELINE R.S.C.
BUSINESS DEVELOPMENT
INDUSTRIAL BENEFITS
ADULT & CONTINUING EDUCATION
EMPLOYMENT DEVELOPMENT
FED. PROV. RELATIONS
RESEARCH & ANALYTICAL SERVICES

COMMUNITY ECONOMIC DEVELOPMENT DIVISION

Most Island residents are familiar with the Province's history of flourishing small enterprises throughout the countryside. Many small communities, which may now be no more than a district sign and a few homesteads, at one time supported numerous businesses and a local self-reliant economy. In recent years, many Island communities along with the Community Economic Development Division are working to increase local economic opportunities and realize a greater future.

The following Division report identifies community development activity including the well received Regional Services Centre Program which provides government programs and services to rural Islanders on a decentralized basis. Also reported is the 1984 Community Economic Development approach being taken from each Service Centre. This includes the work of ten economic development staff across the Island who attended over 800 community meetings in 1984 with local volunteers trying to improve their community's economy. These same staff launched the Venture Planning Program which helped over 102 entrepreneurs to identify the feasibility of a small community business; half of which are in operation today. One Economic Officer has been providing support to the Native People of Prince Edward Island in an effort to improve their economic self-sufficiency through viable businesses. The activities of the Hand-craft Section which promotes the production of quality products and increased incomes for Island craft producers, are also included.

REGIONAL SERVICES CENTRES

Decentralization of government services to rural areas of Prince Edward Island, provided for by the Regional Services Centre Program, continued to meet the needs of Islanders. A total of 83,000

clients visited the Centres located in West Prince, East Prince, Eastern Kings and Southern Kings and Queens and telephone inquiries numbered 244,000. Satellite offices continued to operate in the Evangeline Region as well as in Morell.

Services are provided in these Centres by staff from forty different Provincial and Federal Departments and Agencies, either on a full-time or part-time basis.

The goal of each Centre is to make government services and staff more accessible to Islanders, especially in rural areas of Prince Edward Island. Given the high volume of visitor and telephone inquiries, this goal is being met.

Industry staff continue to manage the Centres and provide administrative services to user departments such as allotting office space, providing reception, telephone, office supplies and some secretarial services.

For the convenience of those using the Centres an inventory of frequently requested application forms and pamphlets from various Provincial and Federal Government Departments is maintained; for example, Hospital and Health Services, Old Age & Cana Pension, Workers Compensation, Sales Tax, Civil Service Job Applications, Student Aid Bursary Forms, Gas Rebate Forms, Partnership Forms for registering a business and Income Tax Forms. Meeting rooms are made available to non-profit, non-political groups; also some audio visual equipment is available for loan.

The following table presents a list of those Departments and Agencies in each of the Centres along with the number of client visits and phone calls received as well as other services provided.

DEPARTMENTS AND AGENCIES REPRESENTED AT

REGIONAL SERVICES CENTRES - CLIENT STATISTICS

DEPARTMENTS	WEST PRINCE		EVANGELINE		EAST PRINCE		EASTERN KINGS		SOUTHERN KINGS & QUEEN	
	Client Visits	Phone Calls	Client Visits	Phone Calls	Client Visits	Phone Calls	Client Visits	Phone Calls	Client Visits	Phone Calls
Full-time										
Agriculture	2183	6672			Represented		1845	7092	1058	4606
Canada Employment Center	8081	23142								
Artificial Breeders Assoc.		3467			Represented					
Community & Cultural Aff.	776	4137			Represented		569	3159	747	3201
Highway Safety							9400	7088	15850	3591
P.E.I. Housing Corp.	1440	6246			Represented		2095	7720	983	5021
Industry [1]	2840	9515	Represented		Represented		3589	9956	1151	2767
Labour					Represented					
Land Development Corp.	304	1452							96	600
Public Works										
Red Cross	229	903					46	749	24	1042
Social Services	2474	24216					5845	25463	3314	24256
Industrial Commission									31	607
Part-time										
Finance (Taxation)	5	240								
Land Development Corp.					Represented		66	195	52	87
Forestry	44	72			Represented		230	673	92	368
Health		Messages								
Addiction Foundation	3	111								
Labour		18					2	11	2	5
Lending Authority		10								
Seniors Home Repair	61	963					45	61	49	595
Workers Compensation		15								
Health & Welfare	295	252			Represented		326	830	187	242
Armed Forces	37	18								

DEPARTMENTS	WEST PRINCE Client Visits	WEST PRINCE Phone Calls	EVANGELINE Client Visits	EVANGELINE Phone Calls	EAST PRINCE Client Visits	EAST PRINCE Phone Calls	EASTERN KINGS Client Visits	EASTERN KINGS Phone Calls	SOUTHERN KINGS & QUEENS Client Visits	SOUTHERN KINGS & QUEENS Phone Calls
Community & Cul. Affairs (Env)		Messages			Represented		Represented			
Federal Business Development Bank	3	24			Represented		19	11	5	1
Immigration	4									
Employment Dev. Branch	113	555								
Outreach	2				Represented				9	4
Department of Veterans Affairs	37	30								
Members Legislative Assembly			Represented		Represented		822	3446	179	53
Parks Division					Represented					
Regional Planning Board					Represented					
P.E.I. Development Agency					Represented					
Central Mortgage & Housing Corp.					Represented					
Education					Represented					
Justice	1	6					464	957	335	1001
Womens Employment Dev.	249	921			Represented				13	105
Civil Service Commission	63				Represented					
Canadian Mental Health					Represented					
Misc.	20	612							21	
TOTAL	19264	83561	677	472	13,000	43,000	25363	67411	24198	43647

1 Southern Kings and Queens statistics represent requests for Department of Industry programs and services only, whereas other centres include any services provided by Industry staff for example, if an income tax form were to be given out by an Industry staff member it would be counted in the Industry statistics in each centre except for Southern Kings and Queens.

OTHER SERVICES PROVIDED

	WEST PRINCE	EVANGELINE	EAST PRINCE	EASTERN KINGS	SOUTHERN KINGS & QUEENS
Trapping Licences	85				75
Firearm Safety Permits	315	545	281		300
Fur Export Permits	75		29		25
Night Hunting Licenses	9				
Community Meetings	315	43	260	85	138
Government-Staff Meetings	312	24	368	146	260
Marriage Licenses	101				

Community Economic Development Approach

Each Regional Centre has Economic Development Officers who provide community planning activities and help the various areas improve their commercial base. Along with a community organizational support role, these workers assist community businesses in considering their ideas for new ventures or expansions. Each regional report indicates the high usage and significant impact this Community Economic approach to development has achieved.

REGIONAL REPORTS

West Prince Region

a) Community Development

The year 1984 has brought a renewal of confidence to the West Prince business community. The West Prince Section of the Community Economic Development Division has played an active part in the renewal.

The Section has actively promoted Community Economic Development Projects that will have a lasting value to the business community and to the regional economy. In total, twenty-one economic projects were developed during the last year.

In promotional activity, the Section undertook nine projects ranging from a small group presentation to a large scale trade fair which involved both print and radio advertisements as well as live radio interviews and newspaper interviews to promote the Region.

Over 34 private sector entrepreneurs were assisted in pursuing interesting business opportunities. Of that total, 15 businesses were either created or expanded, and a number are still in the initial stages.

Six businesses were assisted through the Professional Services Fund. Assistance ranged from design assistance for a promotional brochure to complex financial forecasts for a large scale business expansion.

Following is the listing of community groups and types of businesses assisted by staff in the past year.

Community Groups	Project Titles
O'Leary Community Council	- Economic opportunities study
	- Economic Development Plan
	- Mainstreet Improvement Project
	- O'Leary Station Retail Space Project
West Prince Community Development Corporation (Advisory Board)	- Aquaculture Research Project
	- Import Substitution Project
	- Hay Export Project
West Prince Industrial Commission	- Retort Packaging Project
	- Tissue Culture Project
	- Aquatic Theme Park Study
	- Diversified Agriculture Project
	- Small Scale Farm Equipment Mfg.
O'Leary Farmers Co-op	- Building Supplies Project
Alberton Community Council	- Mainstreet Project
Springhill Community Centre	- Craft Shop
Institute of Man & Resources	- Rural Education Centre - Atlantic Wind Test Site
West Prince Forestry Inc.	- Wood Chip Harvesting Project
West Prince Farmers Market Co-op	- Relocation Study
West Prince Tourism Promotion Group	- Mill River Spinoff Project

Coleman Development Committee	- Wood Working Shop
Rosebank Processors Co-op	- Cannery
Tignish Fitness Committee	- Fitness Centre

Types of Businesses:

- Sporting Goods Store
- Fresh Fish Retail Outlet
- Electronics Shop
- Tourist Cabins
- Equipment Rental
- Miniature Railway
- Potato Wash/Count Pack Plant
- Welding Shop
- Steam Cleaning
- Carrot Packaging Plant Expansion
- Craft Supply Outlet
- Used Car Parts
- Restaurant
- Exporting Business
- Solarium
- Women's Clothing Store
- Sandwich Bar
- Printing Shop
- Embryo Transfer Business
- Bakery
- Mop Manufacturing Business
- Wood Working Shop
- Dune Buggy Shop
- Feed Mill
- Vinyl Siding
- Fiberglass Fishing Boat Mfg.
- Boat Hauling
- Metal Works Shop
- Farm Equipment Repair Shop
- Service Station
- Health Food Store & Deli
- Flower Shop

b) Service Centre Program

The West Prince Regional Services Centre enjoyed a busy 1984 with client visits up by four percent and telephone inquiries by 10 percent. Providing a high level of government service and easy accessibility for the public continues to be the priority, as well as maintaining the high level of cooperation and coordination of user Departments.

Industry staff provide a support role to all user Departments, such as reception, telephone service, office supplies, postage, printing, allotting office space and common equipment for staff and community use. Industry staff also provide secretarial support to Community & Cultural Affairs Electrical Inspector, where a total of 2,760 applications and inspection reports were processed and a total of $6,285 collected in fees. Three hundred eighty-four building, mobile home and sewage permits were processed by the Property Development Officer. Typing services was also provided to the Recreation Coordinator, Conservation Officer and the Manager of Land Development Corporation.

Two new part-time services were established in 1984- Department of Veterans Affairs and Outreach (A program for the disabled).

Industry staff also handle inquiries for Departments not located at the Centre either by obtaining the information or making the appropriate referral.

The Administrator and secretarial staff are responsible for keeping the Emergency Measures Plan for West Prince updated. A total of 101 marriage licenses were processed in 1984.

c) Community Advisory Board

The fifteen volunteer members of the Community Advisory Board were successful in obtaining Canada Works funding to sponsor the Seniors Housing Repair Program for the twelfth consecutive year. Repairs were carried out on 65 homes. The project employed eight workers for 252 person weeks with $106,800 project funds injected into the local economy.

The Board sponsored the following projects:

1) A Rape Crisis Centre;
2) A workshop on better communications between youth and organizations;
3) An Aquaculture Feasibility Project;
4) A mussel growing workshop;
5) An Import Substitution Project and Economic Profile;
6) The publishing of the "West Wind" a small business tabloid in conjunction with other groups.

A number of guest speakers were invited, including representatives from University of Prince Edward Island, Canadian Broadcasting Corporation, Canadian National Railway, Agriculture, Industrial Commission, Rodds Mill River Resort, Island Telephone Co., Parks Canada, as well as Hon. Gordon Lank and Andre Lavoie. Board Members toured Charlottetown to promote the region and its products and amenities. The tour included the Market Development Centre, Canadian Broadcasting Corporation and the Legislative Assembly.

East Prince Region

a) Community Economic Development

During the year staff supported numerous community economic development projects and new entrepreneurs. Staff assisted local communities in their development efforts. Summerside, Borden

and Kinkora, for example, became focus communities improving their service role to surrounding areas. Private individuals sought help in planning potential ventures; staff were pleased to have helped eleven prepare viability plans. Many are now in operation. Fourteen businesses received professional assistance to help with an expansion or startup.

In June, 1984 an Industry Advisory Committee was formed in the Summerside area on the initiative of the Department. The objectives of the Committee are:

- to provide a forum for communication and co-operation between the Summerside Chamber of Commerce, Summerside Area Industrial Commission and Provincial Government in economic development of the Summerside Area.
- to provide up-to-date information specific to Government assistance to business and development initiatives.
- to coordinate efforts in respect to economic development projects in the Summerside area.
- to cooperate in pre-feasibility analysis relative to economic development.
- to cooperate in the preparation of submissions to Government for financial and/or other participation.
- advise the Minister of Industry on program delivery efforts.

After six months of regular monthly meetings, the Committee reviewed its objectives and performance. The Committee's role was judged useful and will continue subject to periodic review.

Some highlights of the promotional work of the East Prince Centre include an Industry Booth at the Summerside Trade Fair, Supply & Services Canada Seminar for local businesses and 140 visits to East Prince commercial firms. Facilitating economic development will be a major focus in the future.

Following is the list of community groups and types of businesses assisted by staff in the past year.

Community Groups	Project Titles
Summerside Waterfront Development Corporation	- Rail/Truck Transhipment Centre
	- Granville Street Extension
	- Downtown Enhancement Project
	- Parking Lot Expansion
	- Golf Club Upgrading
Summerside Town Development Commission	- Main Street Project
	- Town Development Strategy
Summerside Area Region Planning Board	- Retail Opportunity Study
Kinkora Community Council	- Kinkora Re-Development Project
Borden Community Council	- Gateway Project
P.E.I. Beekeepers Co-op	- Development Strategy
Summerside Chamber of Commerce	- Meet the Buyers Seminar
	- Tourism "Summerside Bound Project"

Types of Businesses:

- Pet Shop
- Maid Service
- Construction Co.
- Photography Shop
- Landscape
- Drive Away Service
- Graphics Firm
- Sport Shop
- Carpentry Business
- Cabinet Firm
- Fish Restaurant
- Chinese Restaurant
- Handcraft & Business
- Sporting Goods

b) Service Centre Program

The Regional Services Centre office space has been totally allocated since November 1984. New services provided on a part-time basis in 1984 were: Employment Counselling for Women and Disabled, Canadian Mental Health Association, P.E.I. Community Schools, Business Development Office with Department of Industry, Civil Service Commission for interviews, and Canada Mortgage & Housing Corporation. There was a 17 percent increase in the number of clients who visited the Centre.

The Emergency Measures Organization which relocated to Summerside has been provided office space on a full-time basis. The increase in services provided has brought the number of East Prince Regional Services Centre staff on a full-time basis to 34 compared to 24 on a part-time basis.

Four interview rooms have been made available. The following additional part-time services were provided to East Prince area residents during 1984:

- The issue of firearm safety certificates (approx. 555)
- Employment Counselling for Women
- Employment Counselling for the Disabled
- Canadian Mental Health Association
- P.E.I. Community Schools
- Business Development Office (P.E.I. Department of Industry)
- Canada Mortgage & Housing Corporation
- Civil Service Commission Interviews

c) Summerside Waterfront Development Corporation

The Director of the East Prince Centre represents the Province on the Summerside Waterfront Development Corporation Board. Some of their activities and accomplishments in 1984 include:

Rail/Truck Transhipment Centre

This project, funded by Summerside Waterfront Development Corporation and Urban Transit Assistance Program was started in late 1983 and completed in 1984.

Granville Street Extension

A project funded by the Harbour Drive Project and the Town of Summerside was completed in 1984.

Downtown Enhancement Project

This project, which removed unsightly utility poles, relocated wiring underground and erected guardrails along the Canadian National Railway right-of-way and the west end seawall in downtown Summerside, funded jointly by the Summerside Waterfront Development Corporation, Town of Summerside, and the Canada Employment and Immigration Commission has now been completed.

Parking Lot Expansion

Summerside Waterfront Development Corporation has completed a project to develop a parcel of land previously purchased from Advance Rentals and expanded the parking lot of the East Prince Regional Services Centre. This parcel is now ready for lease or sale and negotiations with a private entrepreneur are nearing the final stages.

Golf Club Upgrading Project

The second phase of this project was completed this year which saw the installation of the irrigation system, expansion of tees and greens, construction of mounds and traps, and construction of a dam to provide a supply of water for the irrigation system. The club also completed the last of its capital equipment purchases under the special fund for capital equipment. This project recognizes and enhances the ability of the Golf Course to attract tourists to the Summerside area.

Forced Main Project

Phase one of a project to replace defective pipe in the downtown Summerside area was funded by Summerside Waterfront Development Corporation, Town of Summerside, and Federal Government. The

project is now complete and will provide the infrastructure to attract new commercial development to the "downtown".

Greenshore Land Assembly

A development concept was prepared and approved by the Summerside Waterfront Development Corporation Board and the Town of Summerside. Implementation of this plan will begin in 1985 with the following objectives:

- increase private investment and tax base
- increase employment
- increase attractiveness of downtown as a destination point of commercial, retail, recreation and tourism activity
- form a linkage between the Downtown Business District and the waterfront complex into an attractive commercial unit
- recovery of public and Summerside Waterfront Development Corporation investment through the above.

Evangeline Region

a) Community Economic Development

The Evangeline Region has many volunteer organizations planning development in the area.

The Area Industrial Commission was the primary development organization in 1984 and has formulated a five year approach to encourage new economic opportunities. The Director of the Service Centre attends all meetings of the Area Industrial Commission. Given the Community Economic Organizations in this region, the Division primarily concentrated on Service Centre Development. However, economic development has also been a focus. Venture plans have been prepared for a number of private businesses. Indications are that a number of individuals will be requesting business start-up help.

Following is the list of community groups assisted by staff in the past year.

Community Groups

Community Advisory Board
Acadian Communities Advisory Committee (Comite Acadien)
Acadian Economic Development Management Committee (Grit of Canada)
Acadian Economic Development Management Committee, Sub-Committee on Management Training
Commission Industrielle de la Baie Acadienne

b) Regional Services Centre

Bilingual services in 1984 were greatly improved with the addition of a secretary, hired through a grant contribution from the Secretary of State. In 1984 regular government office hours were maintained and an increase in community use of the facility was experienced. In 1984, approximately 700 service requests were made to the office in person and over 1000 telephone inquiries made.

The Centre advertises its services quarterly in "La Voix Acadienne" and in the "Journal Pioneer." Client visits increased marginally; however, the bilingual service is much appreciated.

c) Community Advisory Board

This Board has been very active and has brought many government services representatives into the Region to explain their programs. This not only aquaints residents with the programs but allows the Community Board to identify specific applications for the Evangeline Region. Two highlights of the Board's 1984 activities include:

Provincial Contribution to Seniors - Home Repair Program

Early in the summer of 1984, the Community Advisory Committee to the Centre was asked by a local resident to sponsor a senior citizens home repair program. This Committee is now in the very

final stages of incorporating itself as La Societe de development de la Region Evangeline (Evangeline Regional Development Corporation) in order tc deliver the Provincial Contribution to Seniors - Home Repair Program and, if circumstances warrant, other community economic development projects. Final funding approval for this particular project should be forthcoming shortly.

Evangeline Region Farmland/Woodlot Drainage Study

Since February of 1984, the Centre has played a liaison and on-site coordination role in a study carried out by the Department of Agriculture, along with provincial and federal colleagues, into local farmland and woodland drainage problems. The Centre organized three meetings, kept farmers informed of the study's progress through "information letters" and provided data to the Department of Agriculture. In December, a report was prepared which outlined the further steps necessary in installing a municipal drainage system for the most promising of the area's watersheds.

Southern Kings & Queens Region

a) Community Economic Development

During 1984, staff were very involved in business development. The involvement included preparation of business plans for new business start-ups, expansion of existing businesses or consolidation of loans. The service also provided market research, legal and professional accounting referral services and generally organized a new business idea into a workable concept.

The majority of entrepreneurs assisted were starting a business of a retail or service nature and very little if any government grant money was available to assist financially. However, it seemed with assistance from staff in the development of a well prepared business plan these individuals had great success in obtaining financing from the local bank and lending institutions.

There seems to be an increasing trend towards women starting their own business. With the lack of available employment in the area, individuals are more and more creating their own work by starting their own business.

The following statistics summarize entrepreneurial activity during 1984:

a) direct involvement with business start-up - 13 businesses
b) preparation of business plans - 21 businesses
c) day-to-day provision of information - 75 or more businesses
d) business visits - 50 businesses

Staff also assisted numerous community groups in improving the atmosphere for development in Southern Kings and Queens.

Following is a list of community groups and businesses that were assisted by staff last year.

Community Groups	Project Titles
Three Rivers Industrial Commission	- LEAD Venture Corp. Study
	- Tannery Study
	- Georgetown Wharf Study
Montague Town Council	- Waterfront Development Plan
	- Main Street Project
	- Senior's in Action Business Assessment
Murray River Community Council	- Picnic Park Business Plan
	- Murray River Shingle Mill Restoration
Belfast Community Council	- Tourism Development Plan
Belfast Federal Dairy Co-op	- Butter Blend Study
Cherry Cliff Association	- Cherry Cliff Hall Renovation
Cole Crop Growers Assoc.	- Facility Study
Northumberland Lobster Suppers	- Suppers organized

Southeastern Tourism Assoc.	- Marketing Plan Study
Montague Region Chamber of Commerce	- Rec Complex Study
	- Street Furnishing Project
	- Trade Show
	- Business Inventory Study
Types of Businesses:	- Machine Shop (3)
	- Gym/Health Club
	- Hay Bale Compacting Business
	- Used Furniture Store
	- Two Sawmill Operations
	- Garage/Service Station
	- Flower Shop
	- Convenience Store
	- Restaurant
	- Lobster Suppers
	- Lath Production
	- Muffler Business
	- Dry Cleaners
	- Craft Shop
	- Beauty Parlour

b) Regional Services Centre

The main objective of the Centre is to make available effective government services and programs to all residents. Various services are provided ranging from typing to booking appointments for user departments and agencies.

The footings have been laid for a new extension to the Centre, which will provide eighteen (18) more offices plus a Staff Training Centre. A new telephone system - Mitel SX200 was installed during 1984.

c) Community Advisory Board

The fifteen member Community Advisory Board was active in 1984. Three employment creation programs were sponsored: 1) Home Repair Program; 2) "Music 82"; 3) Murray Harbour Day Care Program for a total of $89,000 project funds and 300 person weeks of work. Briefs were presented to the Minister of Education and the MacDonald Royal Commission. The Board also expressed many concerns, from water quality problems to a year-round ferry service. Eleven meetings were held during the year and some of the invited guests included: Hon. Leone Bagnall, Aubrey Cantello, Marie Berrot, Hon. Pat Binns, Harry O'Connell and Ms. Bea Mair.

Eastern Kings Region

a) Community Economic Development

Work with the private sector centered on the retail service and to a lesser degree the manufacturing industrial sector.

The retail sector in the Eastern Kings area has been assisted with the development of the incubator mall concept. In 1983, there were five businesses operating out of the Mid-Town Mall. In the following twelve months, eight more businesses have opened. The Mall itself was the catalyst for these ventures and as each new one opened it encouraged other ventures. It is hoped that a current plan suggesting a similar mall concept for Morell will offer the same benefit.

Although the Department does not offer any direct funding to the retail sectors, the regional office does provide the technical expertise through staff and the Professional Services Fund to assist prospective entrepreneurs. In 1984 this staff service was requested by thirty-eight clients.

Establishing a retail business has posed problems for many young entrepreneurs who have little collateral and experience. Financial institutions are unwilling to risk providing funds to the entrepreneur. Also, potential young entrepreneurs lack the understanding of how to operate a business.

Although these are problem areas, there is an increase in the entrepreneurial spirit. Staff are assisting entrepreneurs wherever possible.

In the industrial sector, the Department has been relatively successful in assisting individuals in obtaining available grants. However, Eastern Kings still lacks a sufficient number of committed tourism operators to seriously develop its full potential. The area offers environmental beauty but not the facilities or promotion to exploit its potential.

Community economic development continued to be a major focus. Centre staff worked with specific communities in terms of identifying growth area and specific opportunities. The Department has encouraged the Advisory Board to promote the viability and potential of Eastern Kings.

Following is a list of community groups and types of businesses that were assisted by staff last year.

Community Groups	Project Types
Souris Town Council	- Trailer Court Development
	- Summer Tourism Festival
Morell Community Council	- Community Service Mall Project
Goose River Blueberry Co-Op	- Blueberry/Honey Development Program
Basin River Fisheries Museum Board	- Box Factory Project

Souris Area Industrial Commission	- Tourism Study
	- Peat Moss Study
	- North Lake Shellfish Development
	- Boundary Expansion Study
Rollo Bay Fiddlers Assoc.	- Fiddlers Camp Project
Eastern Kings Woodlot Owner Assoc.	- Headline Clearing Project
Iona Foundation	- Scottish Culture Music Centre
New Zealand Recreation Committee	- Out-Door Rink Project
St. Peters Development Group	- Area Development Planning

Types of Businesses:

- Restaurant
- Clothing Store
- Gift Shop (3)
- Fresh Fish Outlet
- Sporting Goods
- Shoe Store
- Bakery
- Quik Mart
- Craft Outlet
- Canteen Service
- Recreation Business
- Alterations Shop
- Body Shop
- Bed & Breakfast
- Electronics Shop
- Electrical Supply
- Hair Salon
- Specialty Milling
- Forestry Porter Service
- Furniture Plant
- Boat Hauling Business
- Seafood Distribution
- Mink Ranch Feed Service

- Fish Processing
- Christmas Tree Sales
- Box Plant
- Farm Feed Supply
- Recreation Item Manufacture
- Furnace Works
- Marine Engine Repair
- Slaughter House
- Milling
- Lobster Suppers

b) Regional Services Centre

The Centre continues to pride itself on its excellent interdepartmental relations and quality of service to clients.

Department of Industry administration provides a support role to the various departments through such services as booking appointments, typing, representing their department in their absence, providing space, telephone, office supplies, postage and bookkeeping services. The Department of Industry provides a liaison role for Federal and Provincial Departments seeking community insight. Also, the Department of Industry provides organizational leadership for many local groups hosting elected leaders and senior government officers at occasions such as grand openings, receptions, cabinet visits and area tours. Information is provided upon request to M.L.A.'s, municipal groups and community organizations.

A Regional Director and Administrator were hired during the year to fill vacant positions.

Due to space restrictions, no new services can be recruited.

c) Community Advisory Board

In 1984 the Community Advisory Board spent considerable time on community issues, some of which included: 1) essential Home Repair for Seniors. This project supplied repairs to 40 homes, employing 7 workers for 10 months with a total wage outlay of $68,000 and $24,500 in material (all bought locally). This program enabled more seniors to stay in their own home for a longer period of time. In their role as Environmental Advisory Group, the Board wrote letters to officials expressing concern with: 1) Aerial spraying; 2) Situation of streams near highway construction sites; 3) Dump maintenance. The group also gave its endorsement to the construction of the new Souris Hospital.

Native People "Community Economic Development"

In 1984 the Community Economic Development Division assisted the Native people work towards greater economic self-sufficiency. A Division Economic Officer, assisted the native people mainly through resource support to Minegoo Indian Arts and Crafts Society.

Listed below are some of the activities which have benefited the Indian Crafts People of Prince Edward Island.

- An Institutional Training Course for basket weavers in the Scotchfort and Morell areas was sponsored by Canada Employment and Immigration Commission.
- Minegoo sponsored a General Industrial Training Course for basket weavers funded by Canada Employment and Immigration Commission; course outlines were developed by the Society. This course was totally administered by the Society and provided 12 basket weavers a salary of $200 per week for 26 weeks. A course at Lennox Island for five basket weavers was initiated. Funding through Career Access for three more basket weavers as well as an Institutional

Training Course for leather at Lennox Island were provided. Ten trainees received training allowances from Canada Employment & Immigration Commission for approximately 16 weeks. In total last year approximately 584 person weeks of work were created through these programs.

- The Handcraft Trade Show and the Sale in Georgetown was a success with two Society people putting on basket weaving demonstrations. All available products were sold.
- Society basket weavers also put on demonstrations at Vessey Seeds and North River Farmers Market.
- The Society staged their own Handcraft Trade Show and Sale in Charlottetown with very good participation of society craft people.
- Funding was received from Canada Employment and Immigration Commission's LEAD Program and the Native Economic Development Fund to establish and operate a production centre in West Royalty for basket making. This project will begin hopefully in the middle of February, 1985.
- A Rental Incentive was received from the P.E.I. Development Agency which will pay 100 percent of the rent for the basket production centre during the first year to a maximum amount of $7,200.
  - up to 60 percent of annual rent in year two
  - up to 40 percent of annual rent in year three
  - up to 20 percent of annual rent in year four
- The P.E.I. Department of Energy and Forestry have harvested some black ash seed from a stand in West Devon. The seed will be planted for the society in greenhouses. The Minegoo society will be responsible for setting out the seedlings on prepared fields and maintaining them until they mature to the stage where they can be used by the basket producers.
- The Society has worked with both the Federal and Provincial Government to facilitate economic development for native people.

Also in support of Community Economic Development for Native people, a $5,000 grant was provided to P.E.I. Status and Non-Status Indian Organizations. The contribution was used to help the group start a planning process for Economic Development.

Handcraft Development Section

The Handcraft Development Section joined the Community Economic Development Division in 1984. This union will strengthen the Section's ability to have a strong presence across the Island through the Regional Centres. Activity during this reporting year continued to promote and encourage Island craftspeople. This was achieved through a variety of approaches. One of the more prominent approaches was promoting Island Crafts. Island Craftspeople participated in Provincial, National and International Trade Fairs. Encouragingly, indications are that craft sales are increasing. In 1984 it is estimated that $3,084,300 in sales were made through the trade shows, fairs and craft outlets. Another approach to help Island Craftspeople was financial incentives to individuals helping them to improve their productivity and quality of work.

The Section also is very much involved with this Industry's organizations. Prince Edward Island Crafts Council receives funding support as well as help from the Section Manager who often assists with projects of the Council. Encouragement is also directed to fourteen Island Craft Groups. These Craft organizations presently have membership in excess of 800 participants. The following listing identifies some highlights for 1984.

Atlantic Visions de l'Atlantique

Atlantic Visions Exhibition, which was created by the Atlantic Provincial Governments, the Council of Maritime Premiers and the Atlantic Crafts Council, provincially coordinated through this Section, has been on Tour since 1982. In 1984 a tremendous response

was received in U.S.A. in promoting Atlantic Crafts. This exhibit has visited Worchester, Mass.; Shreveport, Louisiana; Burlington, Vermont; and was in Yellowknife, Northwest Territories in December. In Shreveport an Island Craft .epresentative opened the exhibit and gave a number of weaving workshops in Louisiana to promote Island Craftspeople.

Atlantic Craft Trade Show

Prince Edward Island was the official host of the 1984 Atlantic Craft Trade Show held in Halifax. Eighty-eight booths sold Atlantic Crafts to the value of $457,000, of which ten Island booths captured $36,000 in sales.

Seminars/workshops

- In response to Craftspeople requests for workshops, the Handcraft Section, along with P.E.I. Crafts Council arranged for workshops on design, booth display/layout and income tax filing.
- P.E.I. Woodworkers were assisted to host a Michael Fortune Workshop.
- New exhibitor wholesale seminar was assisted in Amherst, Nova Scotia for potential participants in the 1985 Atlantic Craft Trade Show.

Handcraft Exhibition and Awards

This exhibition was held at Holland College, School of Visual Arts from July 4 to July 29. Premier James Lee presented the following awards: Steven Stairs received the Premier's Prize, Joanne Scantlebury for the weaving award, Helen Gallant for the Fibre Arts Award, Geneva King for the Wall Hanging Award, Suzi Cameron for the Pottery Award, Dorothy MacLure for the Non Functional Award, Carolyn Oyston for the Student Award, Peter Jansons - Award of Merit in Pottery and Barbara Henry - Award of Merit in weaving. Joanne Scantlebury's cloak, "Merlin goes to T.O.", was purchased by the Canadian Government Expositions Centre and will be travelling to the different Canadian Embassies around the world.

Craft Displays

New display cases were built for the Royalty Mall Visitors Centre in the design of store front windows. The former cases were made available to Wood Islands, Cavendish, Montague and Souris for craft displays in those areas.

Craft Shop Visitations

During the months of July and August all the 79 craft shops were visited and advised on advertisement, quality and signage.

Promotion

- A professional photographer was hired to take pictures of exhibitions, craft shops, and craftspeople throughout the year.
- Plastic salescounter bags were made available this year for a small fee, to all the craft shops with "Handcrafted on Prince Edward Island" on one side and "Fait a la main a L'Ile-du Prince Edouard" on the other.
- The 1985 Visitor's guide was compiled in September and listed 79 craft shops for the 1985 season.

Grants

The Handcraft Development Section continued to support the various activities sponsored by the P.E.I. Crafts Council through a grant of $25,000.

A grant of $400 was given to the P.E.I. Women's Institute for prize money during Old Home Week.

A grant of $275 was given to the Acadienne Craftspeople to help offset expenses for demonstrations and organizing a craft sale of Acadienne Crafts during the celebration of the Acadienne flag.

A $500 grant was given to 12 craftspeople to help them purchase capital equipment in the following medias: stitchery, pottery, wood, etched glass and weaving under the Handcraft Assistance Program.

Fairs

A number of small craft fairs took place during the summer months in Victoria, Charlottetown and Georgetown. During the months of November and December most of the 14 craft guilds around the province held Christmas craft sales. Montague, Summerside and Bloomfield had fairs and proved to be very successful.

In 1984 the Annual P.E.I. Crafts Council Christmas Craft Fair was held on November 22, 23 and 24 at the Confederation Centre with over 12,000 people attending. Sales were in excess of $200,000.

HUMAN RESOURCE DEVELOPMENT DIVISION

The Human Resource Development Division provides training and employment development programs designed to meet the needs of Prince Edward Island employers and employees. In this respect, the Division works closely within the Canada Employment and Immigration Commission (CEIC) to determine the training needs and financially supports this training. The co-operation of CEIC is greatly appreciated. This year, the Employment Development Section provided jobs for over 300 Islanders while approximately 1,800 people were trained through the National Training Agreement which is co-managed by the Division. Labour market research and analysis have provided information of assistance in designing programs and meeting the need for labour market information.

ADULT AND CONTINUING EDUCATION

National Institutional Training Program

Under the terms of the Federal/Provincial Training Agreement, Prince Edward Island received $4,545,600 for the purpose of conducting training programs for labour market entrants and par-

ticipants. Although the three-year training agreement was due to expire in 1985 it has been extended until March 31, 1986.

Significant training program changes include the following courses which were either introduced or reinstated:

Bilingual Clerk Typist	10 places
Correctional Officer	19 places
Police Technology	5 places
Visiting Homemaker	15 places

Courses offered in the past were also modified to better address the needs of the labour market and indeed, the trainees themselves. In addition to a variety of curriculum changes, entrance requirements were also altered; for example, admission to all secretarial programs is now restricted to those persons with previous training or experience; a provision for 'special needs' clients remains in place.

The diverse part-time offering for employed workers continues to evolve and develop in order that recent trends and technological developments may be addressed.

Statistical Summary

	1980	1981	1982	1983	1984
Student Days	138,400	133,235	119,037	118,465	114,932
No. of Courses	220	197	166	102	145
Courses Canc.	14	11	4	4	5
Training Costs	3,328,000	3,795,000	4,229,000	4,025,975	4,174,006

Adult Night Class Program

The Adult Night Class Program, funded by the Province and conducted by Holland College, provides adults with an opportunity to upgrade their academic proficiency through part-time study.

Statistical Summary Location	No. of Classes	Total Enrollment	No. of Teachers
Extension West			
Summerside	6	120	10
O'Leary	1	15	1
Ellerslie	1	10	1
Abram's Village	2	20	2
Crapaud	1	10	1
Tignish	1	10	1
Sub-Total	12	185	16
Extension East			
Tracadie Cross	2	20	2
St. Peter's Bay	1	10	1
Souris	1	10	1
Vernon River	1	10	1
Montague	2	30	1
Peters Road	2	30	1
Morell	2	20	2
Charlottetown	10	160	11
Sub-Total	21	290	20
TOTAL	33	475	36

Management Training

A limited number of management training courses have been conducted this year under the auspices of the National Institutional Training Program prior to the Federal Business Development Bank (FBDB) being assigned Federal responsibility for this training.

The Management Development Courses conducted during 1984 include:

Financial Management for Farmers	O'Leary	12
	Charlottetown	12
Microcomputers in a Small Business	Charlottetown	13
	O'Leary	18
Hospitality Supervision	Montague	4
Basic Financial Management for Women	Charlottetown	20

Negotiations with FBDB and other Federal Departments continue in an effort to establish a comprehensive management training program which is considered vital to the Province's sustained economic growth.

Skills Growth Fund

This program is funded by the Canada Employment and Immigration Commission and provides capital and program development funds to training institutions for the expansion and modernization of training facilities necessary to increase higher skill level training capacity.

During 1984 the Province was successful in obtaining funding for a third project. A proposal to establish an Electro-Mechanical Technology Program was approved in the amount of $449,615; this project is now being finalized.

The Province continues to develop and submit proposals to CEIC for consideration. A proposal directed at improving access to training facilities for the disabled is now being prepared; this proposal will be submitted very soon and is expected to cost $212,000.

EMPLOYMENT DEVELOPMENT SECTION

The Department of Industry's Employment Development Section continued to be a focal point for the delivery of the Provincial Government's job creation programs in 1984. These programs

were instrumental in contributing to the creation of over 300 job opportunities for unemployed Islanders. These jobs were created through five programs; four of which assisted the private sector. Following is a summary of Program activities:

Provincial Wage Subsidy Program

The Provincial Wage Subsidy Program was reinstated for its third consecutive year. It offered private sector employers with a wage subsidy for each additional job created through the Program. The Program continued to be in high demand. By year end, 77 applications were approved assisting in the creation of over 145 additional jobs for unemployed Islanders.

An evaluation of the previous year's Program revealed over one-half of participating employers retained their subsidized employees for an additional time beyond the subsidy period. Forty-one percent of subsidized employees were retained for 10 weeks or more after the subsidy ended. The majority (75 percent) of participating employers employed fewer than five employees.

Provincial Youth Development Program

The Provincial Youth Development Program provides additional employment opportunities for Island students and enables Provincial Departments and agencies to carry out summer projects for which no other source of funds are available. In 1984, 40 projects were approved employing 104 students for a duration of 10-12 weeks. Work activities were distributed across Prince Edward Island and involved students in research, services to youth and the elderly, public awareness programs, and primary resource development. The Program provided many students with work experience relating to their career goals, as well as provided an income to support their continuing education. Departments and agencies who received funding

were able to carry out additional activities which otherwise would not have been possible.

Provincial Agri-Crews

After a successful 1983 summer, the Provincial Agri-Crews Program was reinstated in 1984. In conjunction with the P.E.I. Department of Agriculture, 24 students were employed by the Department of Industry to carry out short term work on Island farms.

Crews of four were assigned to farms for up to five days to carry out farm related work; participating farms cost-shared in the crews wages on a student day rate basis. Crews were made available to all regions of the Province. At the end of the 1984 summer, the Program had reported a nine percent increase in demand for its services. Students, particularly those pursuing an agriculture related career, gained valuable work experience.

Student Venture Capital Program

At the beginning of 1984, the Program was promoted widely to encourage students to obtain a summer income and gain entrepreneurial experience through the establishment of a small summer business. Approved business proposals received an interest free loan of up to $2,000. Twelve businesses were funded with loans totalling $21,400, providing employment for approximately 20 persons. The Program enjoyed a successful year which augurs well for next year.

Special Employment Incentive Program

The Special Employment Incentive Program was of assistance to the Island fishing industry. A small Island fish processor was helped with the initial costs to train employees. A fishermen's

group was assisted to evaluate and strengthen their future role in the industry. The Program directly assisted in the employment of 16 persons.

FEDERAL PROVINCIAL RELATIONS SECTION

Joint Federal-Provincial Manpower Needs Committee Structure

The Federal-Provincial Relations Section is responsible for the daily administration of the Joint Manpower Needs Committee. The Joint Committee structure co-ordinates the federal and provincial involvement in labour market activities including immigration. The section provides Executive Secretary services and maintains a continual working relationship with Technical, Ad Hoc and other sub-committees. This involves attending meetings, preparation of agendas, minutes and obtaining support material for meetings, as well.

Training Plan Preparation

The Section consults with employers, professional associations, unions and public agencies in order to obtain their occupational training requirements. In addition, the Section liaised with Federal and other Provincial Departments which have an involvement in Canada Employment and Immigration Commission sponsored training programs and activities.

After the adult training requirements were obtained from the various representatives of government, labour, management and other sources, and a thorough review of labour market needs was completed, the Annual Training Plan was prepared for submission to the Joint Federal-Provincial Committee for review and ratification.

Direct Job Creation

During the year the Section reviewed and analyzed the Federal direct job creation applications received from the Canada Employment and Immigration Commission. The applications were distributed to the appropriate Provincial Department to ensure conformity to provincial legislation and regulations, to confirm provincial commitments and to make recommendations. The Section also advises the Canada Employment and Immigration Commission on the various provincial direct job creation programs.

Human Resource Planning Agreement

A Memorandum of Understanding on Human Resource Planning was signed between the Provincial Department of Industry, the Canada Employment and Immigration Commission and the University of Prince Edward Island.

The purpose of the agreement is to assist the parties to develop and implement the measures required to overcome human resource imbalances and related human resource issues being experienced or anticipated by the employer. The parties to the agreement are now working together to identify human resource requirements and required training programs so that Islanders can take advantage of as many employment opportunities as possible.

Other Projects

Responses were made to inquiries on human resource issues such as training, unemployment insurance and employment opportunities.

RESEARCH AND ANALYTICAL SERVICES SECTION

The Section's responsibilities can be divided into seven major areas.

Labour Market Analysis

On a monthly basis, an assessment of Statistics Canada's Labour Force Survey results for Prince Edward Island is prepared for the Minister and Deputy Minister's consideration. As well, labour market data are analyzed in the Quarterly Labour Market Bulletin produced by the Section.

Labour Market Forecasting

The Section has responsibility for liaison with the Federal Government on the Federal Canadian Occupational Projection System which estimates labour market supply and demand for the country and the Province. The Province has computer access to the system which provides information, for example, on the number employed and post-secondary enrolment levels.

Labour Market Research

Three surveys were conducted in the past year: The Third Annual Student Follow-up Survey, the Second Annual Journeymen Follow-up Survey and the Management Training Needs Analysis. The data are extremely beneficial in career counselling, training needs identification and the assessment of labour market trends. As well, evaluations of two Provincial programs were conducted.

Policy Analysis and Development

Policy papers such as the Role of the Human Resource Development Division and the Applicability of the Junior Achievement

Program to Prince Edward Island were prepared for Departmental Management.

Public Requests for Labour Market Information

During the year, the Section responded to 106 public requests for information covering a wide range of topics such as wage rates by occupation, employment and unemployment levels. The Section is pleased to respond to any requests for labour market information.

Immigration

The Section continues to have provincial responsibility for immigration which involved liaison with the Federal Government on the level of immigration to the Province. As well, the Section is the Provincial liaison for the Federal Entrepreneurial Program. Thus, the Section refers proposals to appropriate Provincial Departments to comment on the viability of the entrepreneurs business plan. During the year the section made several referrals to other Departments. A kit containing information about Prince Edward Island was sent to Visa offices abroad which could encourage entrepreneurs to come to the Province.

Publications Released during the Year

During the year, the Section produced the following reports for public distribution:

- The Belfast Area Community Profile
- Community Labour Market Analysis based on the 1981 Census of Canada
- Human Resource Implications of Technological Change in the Prince Edward Island Manufacturing Industry
- Human Resource Kits
- First Annual 1983 Journeymen Followup Survey Results
- The Prince Edward Island Labour Market Bulletin

Copies of any of the publications can be obtained from the Research and Analytical Services Section, P.E.I. Department of Industry, 4th Floor, Shaw Building or Island Information Services, 11 Kent Street, Charlottetown.

INDUSTRIAL DEVELOPMENT DIVISION

The Industrial Development Division of the Department of Industry has a staff of five (5) Business Development Officers with responsibilities to:

- promote and encourage investment in new businesses complementary and appropriate to the Island environment.
- provide counselling and advisory services to industry in the areas of accounting and financial management.
- evaluate and access the requirements of businesses and assist in arranging the necessary services.
- provide a hand-holding or after care service to newly established industries.
- assist applicants in preparing/arranging required supporting documentation with respect to applications for industrial assistance under various Federal/Provincial industrial assistance programs.
- liaise with the business community, Area Industrial Commissions, Chambers of Commerce, local industry groups, educational institutions and municipal governments.
- provide to the public up-to-date information on all Federal and Provincial Industrial Programs.

The following programs and services are provided by the Industrial Development Division.

Business Development Program Support

The primary objective of this program is to provide financial, professional and technical support to Island businesses

in identifying and expanding their industrial opportunities.

It will be recalled that late in 1983 the Province announced that it would undertake an aggressive and determined prospecting activity. In 1983, the Department prepared several pieces of promotional material to assist government in its efforts to promote Prince Edward Island. In the year, a video film titled, "P.E.I.: the Best of Both Worlds" was prepared. As well, a 16 page colorful brochure bearing the same title was prepared. It should be noted that both the film and the brochure were prepared locally. The film has been shown several times in Toronto and was used on a number of occasions during the recent trip to Hong Kong and Japan. The brochure is mailed to all incoming inquiries seeking investment-in-P.E.I. information and included in all mailings initiated by the Province as introductory information to potential investors. In the year, the Department has also begun preparing a 'Fact Book'.

The completion of this 'book' is expected early in 1985 and should provide potential investors the 'facts' they most often request and is intended of course to aid them in making a favourable decision to invest in Prince Edward Island.

In the year, financial assistance ($5,902) was provided to eleven (11) Island firms for contracting the services of professional accountants to prepare financial projections for inclusion in submissions to the Department of Regional Industrial Expansion and the P.E.I. Development Agency.

Similarily, financial assistance ($1,789) was provided to two (2) firms to assess and evaluate the need for three phase power.

Counselling Assistance

During the period, the Business Development Section provided counselling assistance to many Island businesses. This assistance related to problems concerning financing, manufacturing techniques, bookkeeping, production and marketing and other problem areas. This type of assistance was made available to businesses directly by staff as well as through co-ordinating efforts with accounting firms, CASE counsellors and private consultants.

Area Industrial Commissions

The Area Industrial Commissions, namely West Prince Industrial Commission, Commission Industrielle de la Baie Acadienne, Kensington Area Industrial Commission, Three Rivers Industrial Commission, Souris Area Industrial Commission, Greater Summerside Area Industrial Commission, Charlottetown Area Industrial Commission and the South Shore Industrial Commission continued to actively pursue their individual development strategies during the period.

Industry staff assisted each of the Commissions in the general pursuit and follow-up of development projects. In addition, the Section administered a program to provide financial assistance to active Area Industrial Commissions to assist each with its administrative costs.

Tuition Assistance Program

The objective of this program is to upgrade the managerial skills of owners/operators and senior employees to improve productivity and competitiveness. Businesses are eligible for a 50 percent reimbursement of tuition costs upon satisfactory completion of approved courses or seminars.

In 1984, this program assisted a total of 27 managers and senior employees from 23 Island businesses to upgrade their management and organizational skills through formal training. A few participants also attended management courses and out-of-province seminars, provided that a similar course was not available locally.

Student Policy Projects

This program provides a reference library of potential business opportunities. In 1984, 19 new feasibility studies were prepared by fourth year/graduating students in Business Administration at the University of Prince Edward Island. These projects research and assess the financial feasibility of new business opportunities for P.E.I. The studies have proven to be a very valuable reference source of investment opportunities as well as providing a valuable experience for the students.

Since the inception of this program in 1970, students at U.P.E.I. have prepared more than 240 policy projects which are on file in the Department of Industry and are available for review by potential investors.

To date, approximately 30 new businesses have been established which can be traced to these studies. The Industrial Development Division library is open to the public and anyone wishing to review these projects may do so.

Student-in-Industry

This program provides business management assistance to small firms while also providing meaningful employment and experience for students.

This program is administered by the Business Administration Department of the University of Prince Edward Island in co-operation with the Department of Industry. The Department contributes $85 per week towards wages paid to participating business students for a maximum period of 14 weeks.

Seventeen Island businesses and 18 students benefited from this program in 1984. Over the past eleven years this program has grown continuously, providing valuable on-the-job experience to business students, while at the same time exposing the managers/ employers to the most up-to-date techniques being taught.

Follow-up inquiries by staff of the Industrial Development Division has identified that at least three (3) of the 'Students' were retained on as full-time employees by the firms benefiting from the program.

Industrial Research

The primary objective of this program is to identify industrial opportunities for Island firms and potential investors thereby strengthening our economic base and creating additional employment opportunities for Prince Edward Island residents.

The Industrial Development Division of the Department of Industry entered into two (2) contracts in response to requests to research specific opportunities in the manufacturing and processing sectors. Detailed feasibility studies have been carried out with expansion presently underway as a result of study recommendations.

- an investment opportunity study was completed determining the feasibility of purchasing/establishing a milk processing plant in Newfoundland.

- A study which will identify support manufacturers or processors to the Atlantic Veterinary College is presently in the final stages. It is anticipated that this study will identify the need for several very unique industries to our region.
- At year end the Department and the P.E.I. Milk Marketing Board were discussing the possibility of undertaking a definitive study to identify 'other' opportunities from dairy production.

Industrial Services

The objective of the program is to improve the profitability of existing industries through the upgrading or management or technical capabilities.

The costs associated with engaging consultants and industry specialists normally are cost-shared with the applicant on a negotiated basis.

All manufacturers and processors operating in P.E.I. are eligible to apply for assistance under the Program, except those projects that are eligible under the Industrial Development Programs of the Department of Regional Industrial Expansion (D.R.I.E.).

Applicants must submit a written request for assistance under the terms of the Program, and requests will be assessed on an individual basis and costs to be paid or shared ascertained at the time of processing the application.

During 1984 four firms were assisted with actual committed dollars amounting to $24,450.

Principal among these four studies was/is a cost-shared study with Physical Distribution Advisory Services of Moncton (50 % of $35,000) to identify improvements in the Warehousing and Distribution Systems of Cavendish Farms.

Power Conversion

The objective of this program is to extend three phase power to those manufacturing and/or processing operations who are restrained in their activities as a direct result of insufficient power being available.

Assistance is provided in the form of either:

a) installation of three-phase power lines; or
b) acquisition of generating equipment
(whichever is the most cost effective).

In 1984, two firms were assisted, namely, Progressive Wood Products Ltd. and P.E.I. Meat Packers.

Small Business Incentives Program

On May 25, 1984, the Honourable Pat Binns, Minister of Industry, announced a new Small Business Incentives Program. The objective of this new program is to encourage and accelerate desirable development within the manufacturing, processing and service industry sectors of the Provincial economy. Financing is in the form of an interest free Forgivable Performance Loan. Loans of up to $15,000 are available to assist in the expansion of an existing operation or in the creation of a new operation. Modernization assistance of up to $5,000 is available provided it will substantially improve working conditions and productivity.

Advances are in the form of Forgivable Loans which simply means that the loan will be forgiven over a two year period provided the applicant undertakes and substantially carries out what is proposed in the application.

Since the inception of the program in May, 1984, 46 applications have been approved at a cost of $498,835. It is projected that 109.7 new jobs will be created at a cost of only $4,547 per job, which in itself highlights the value of the program. Table 1 provides a breakdown of the Forgivable Performance Loan activity and Table 2 provides a breakdown by county (page 63).

Following are examples of new and/or existing businesses assisted by the Small Business Incentives Program:

- Abattoirs
- Bakeries-Wholesale
- Chemical Manufacturing
- Crafts-Wood Turning
- Embryo Transfer
- Farm Equipment Manufacture
- Feed Mill
- Fish Processing-Clams
- Fish Processing-Crab
- Fish Processing-Herring
- Fish Processing-Lobster
- Fish Processing-Mussels
- Fish Processing-Oysters
- Food Processing Equipment Manufacture
- Forging
- Fox Pelting Service
- Fruit Processing & Packaging (apple)
- Jog Carts and Racing Bikes
- Maple Syrup
- Marble Products Manufacturing
- Marine Parts Manufacturing
- Meat Packing
- Metal Fabrication
- Microfilm Service
- Milk Processing
- Printing Services
- Publishing Services
- Repair Services
- Sandblasting
- Sawmills
- Seed Cleaning
- Specialty-Cone Batter
- Teli-Graphics
- Vegetable Processing
- Yarn and Wools

SMALL BUSINESS INCENTIVES PROGRAM

FORGIVABLE PERFORMANCE LOAN PROGRAM STATISTICS

TABLE 1

No. of Offers	Total Value Loan Offers	Average Assistance Per Project	Total Projected New Jobs	Average Cost Per Job
46	$498,835	$10,844	109.7	$ 4,547

TABLE 2

ANALYSIS OF APPROVED APPLICATIONS -BY COUNTY

County	No. of Loans Approved	Mfg. & Process. Sector New	Mfg. & Process. Sector Expansion	Service Sector New	Service Sector Expansion	Projected New Jobs	Amount	Average Cost/job	Average Loan
Kings	14	4	6	3	1	49	$173,265	$ 3,536	$12,376
Queens	16	6	7	3		39.7	166,090	4,184	10,381
Prince	16	4	7	2	3	21	159,480	7,594	9,968
TOTALS	46	14	20	8	4	109.7	$498,835	$ 4,547	$10,844

Industrial Prospecting

The objective of this program is to create additional manufacturing and processing employment opportunities for residents of Prince Edward Island. Financial assistance is provided to Island entrepreneurs to aid them in their search for new product lines and/or investment opportunities. In addition, funds are provided to finance prospecting initiatives by elected and appointed government officials and senior staff persons.

Assistance is in the form of a reimbursement for travel expenses incurred by the potential entrepreneur in efforts to identify a new developmental investment opportunity. An applicant may also receive funds to contract the services of professionals in determining the viability of the project.

Projects to be investigated must represent new developmental opportunities and must be within the manufacturing and processing sectors. The final eligibility of a project and the approval of eligible costs will be determined jointly by the Department of Industry and the Department of Regional Industrial Expansion (D.R.I.E.).

The Department of Industry may provide up to 75 percent of the total costs involved in travel or in contracting the services of professional advice. The maximum level of assistance for any single proposal is $15,000.

Prospecting activities in the period include:

- Cavendish Farms Expansion
- Dr. Clubb
- Federal Dairying
- Fish (Skins) Tannery
- General Correspondence and follow-up
- Hong Kong
- Heat Shields
- Jenkins Cannery
- Offshore Activities
- Wood Corporation
- Peter Gregg/Hameed Quraishi
- Points East Production
- Polyethelene Bags
- Selected Advertising
- Simon Compton (T.V. Dish)
- St. Peters Bay Mussel Farms
- Space Environmental Enclosures
- Underwater Welding Technology Centre

Technical Assistance

The objectives of this program are as follows:

- to assist Prince Edward Island firms to maximize potential financial and job creation benefits available as a result of major capital investment projects in the Region.
- to provide early warning/notice to Island firms of possible construction and/or supply opportunities.
- to encourage the establishment of new industries on Prince Edward Island and/or the expansion of existing industries through the awareness of construction and/or manufacturing opportunities resulting from capital projects.
- to reduce the loss of direct and indirect jobs resulting from materials, equipment being purchased off-Island on major projects.

In December, 1984, the Department of Industry contracted an Industrial Benefits Officer to assist the Department in carrying out the above noted objectives.

POLICY AND PLANNING DIVISION

The Policy and Planning Division is responsible for overall Departmental planning and policy co-ordination. The Division operates as an internal consulting/support group, responding to individual requests from line managers and the executive. Specific responsibilities include:

- the conceptualization and maintenance of a planning framework for all Departmental operations
- development and co-ordination of Industrial Development policies and strategies
- program development
- joint program and operational planning with other Departments and Agencies (both Provincial and Federal)

- review, research and update Legislation and related Regulations
- development/review of Provincial Trade Policies
- analysis of foreign investment proposals.

In addition, the Director of Policy and Planning acts as the Secretary-Treasurer to Georgetown Shipyard's Board of Directors.